

## REMARKS

As a preliminary matter, references B1-B4 cited in a previously submitted Information Disclosure Statement were not initialed as being considered by the Examiner because copies of the references did not reach the Examiner. Applicants are resubmitting copies of references B1-B4 herewith for consideration.

Claims 19-50 stand rejected on the ground of nonstatutory obviousness-type double patenting as being unpatentable over claims 1-27 of U.S. Patent No. 6,721,726. A terminal disclaimer is being filed herewith, therefore Applicants respectfully request that this rejection be withdrawn.

Claims 43-47 stand rejected under 35 U.S.C. 101 as being directed to non-statutory subject matter. Claims 43-47 have been amended to include more structural features. See example Fig. 2 and accompanying text for support for the amendments. Applicants respectfully request that this rejection be withdrawn.

Claims 19-50 have been amended. Support for the amendment may be found throughout the description as filed including, for example, pages 10-12 of the description.

Claims 19-50 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Bezos et al. (U.S. 6,029,141) in view of Zawadzki (U.S. 7,107,268). Applicants respectfully traverse since neither reference, alone or in combination, disclose or suggest at least "creating and displaying links when the user selects the item in response to the search, wherein the links are created and displayed between the selected item and the second set of items according to content-based relationships the selected item has to the second set of items."

Bezos et al. teaches an Internet-based referral system that may enable individuals and other business entities to market products, in return for a commission, that are sold from a merchant's website. The system includes automated registration software that runs on the merchant's website. Hypertextual catalog documents may be distributed via the website. The site may include marketing information about the selected products. Customers may link to the merchant's website to view and purchase the products, but Bezos et al. does not disclose or suggest "creating and displaying links when the user selects the item in response to the search." Nor does Bezos et al. disclose or suggest

that the “links are created and displayed between the selected item and the second set of items according to content-based relationships the selected item has to the second set of items.”

Zawadzki et al. fails to fill the gaps. Zawadzki et al. discloses a project management server on a computer network. The project management server allows for managing, tracking and reporting enterprise operations. A project tree is used to represent project management objects. Col. 3, ll. 59-60. The objects may be organized in a hierarchical data structure. Each object includes a number of ways that the object behaves. For example, each object describes the way the object is added, edited, or deleted from the tree and archived. Col. 3, l. 66 to Col. 4, l. 8. A user sets-up the environment for the project management system. Col. 4, ll. 9-11. The user then interacts with the system to perform functions on that portion of the project tree in which they are authorized to perform the functions of adding, editing, deleting and archiving the project management objects. In this fashion, users from multiple organizational workgroups participate using the project management system. Col. 4, ll. 26-33. Zawadzki et al. does not, however, disclose or suggest “creating and displaying links when the user selects the item in response to the search.” There is no such creating and displaying in response to a search disclosed in Zawadzki et al. Nor is it disclosed or suggested that the links are created and displayed in this way according to content-based relationships.

For at least these reasons, Applicants respectfully request that the rejections be withdrawn.

Moreover, there is no motivation to combine the customer referral system of Bezos et al. with the enterprise operations management system of Zawadzki et al. The system of Bezos et al. is concerned with effectively marketing goods and attracting customers via the Internet. The system of Zawadzki et al. is concerned with a search and retrieval system of a knowledge base. Zawadzki et al. does not disclose or suggest that the enterprise operations management system can be used for a customer referral system, and Bezos et al. does not disclose or suggest that the information in the customer referral system can be displayed in the way information of Zawadzki et al. is displayed. Nor would it make sense to combine the two systems that display information in such different ways.

For at least these additional reasons, Applicants respectfully request that the rejection be withdrawn.

For at least the above-identified reasons, Applicants respectfully request that the application be allowed. If for any reason, the Examiner believes that an interview would be helpful to resolve any remaining issues, she is invited to contact the undersigned attorneys at (312) 321-4200.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Vincent J. Gnoffo", written over a horizontal line.

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